

Sales Management Association Webcast



**SALES
MANAGEMENT
ASSOCIATION**

How Competency-Based Learning Contributes to Sales Readiness at FedEx Office

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Presented by

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Today's Speakers



Lisa Honaker

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Gopkiran Rao

Chief Marketing and
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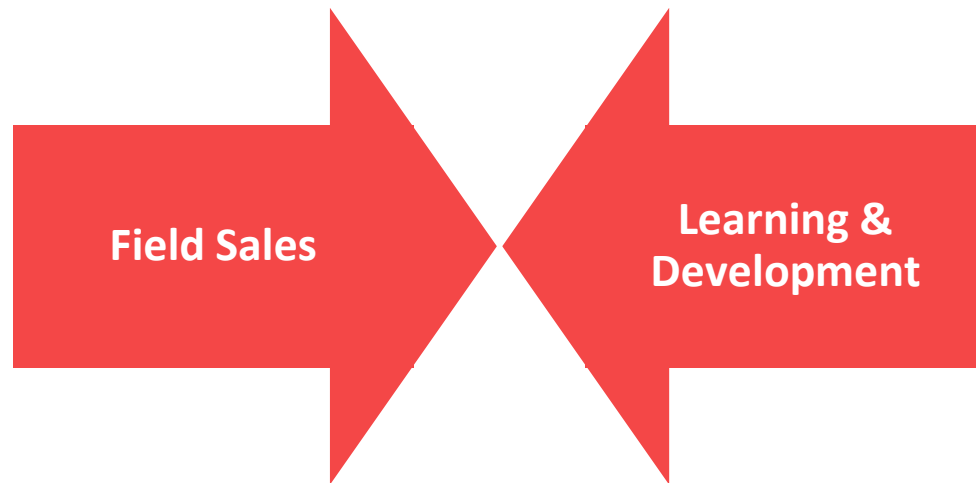


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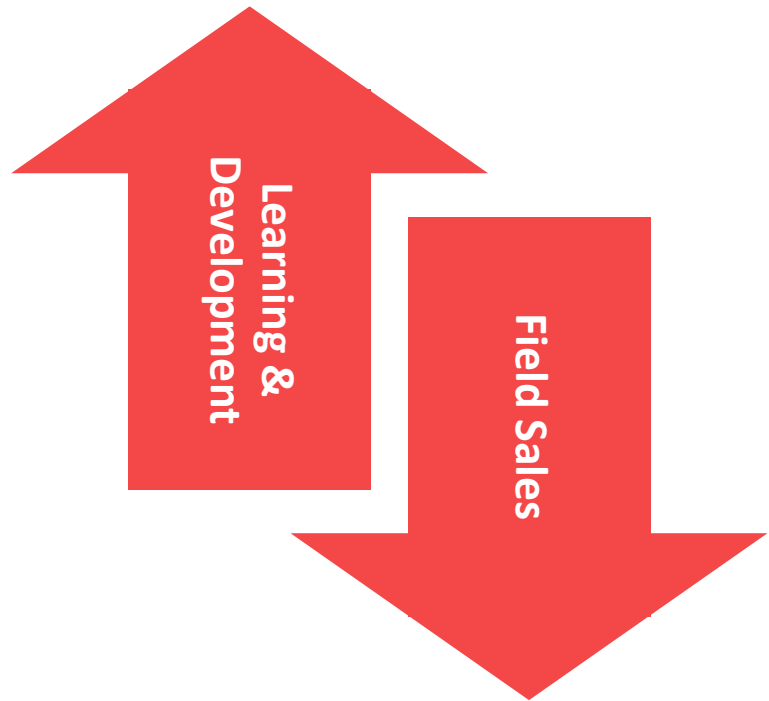
Extending the Effectiveness of Competency-Based Learning to Capability-Driven Sales Readiness at FedEx Office



Evolving the sales readiness framework to a more measurable, systematic approach to deliver competencies and capabilities that define ongoing success in the field



Restructuring the Traditional Approach to Sales Excellence



Siloed approach to sales excellence

- Learning didn't meet sales in the moment of need or within their everyday workflow

Sales Excellence Mandate

- Ensure content and education is relevant
- Incorporate enablement into sales' workflow
- Deliver enablement to sales in their moment of need



Underpinned by the Purple Promise

In order to ready the sales organization for the future, Sales needed to partner with L&D

- Rooted to the foundation of quality-driven management
- Bound by cultural ties
- Driven by a passion to serve and develop customers



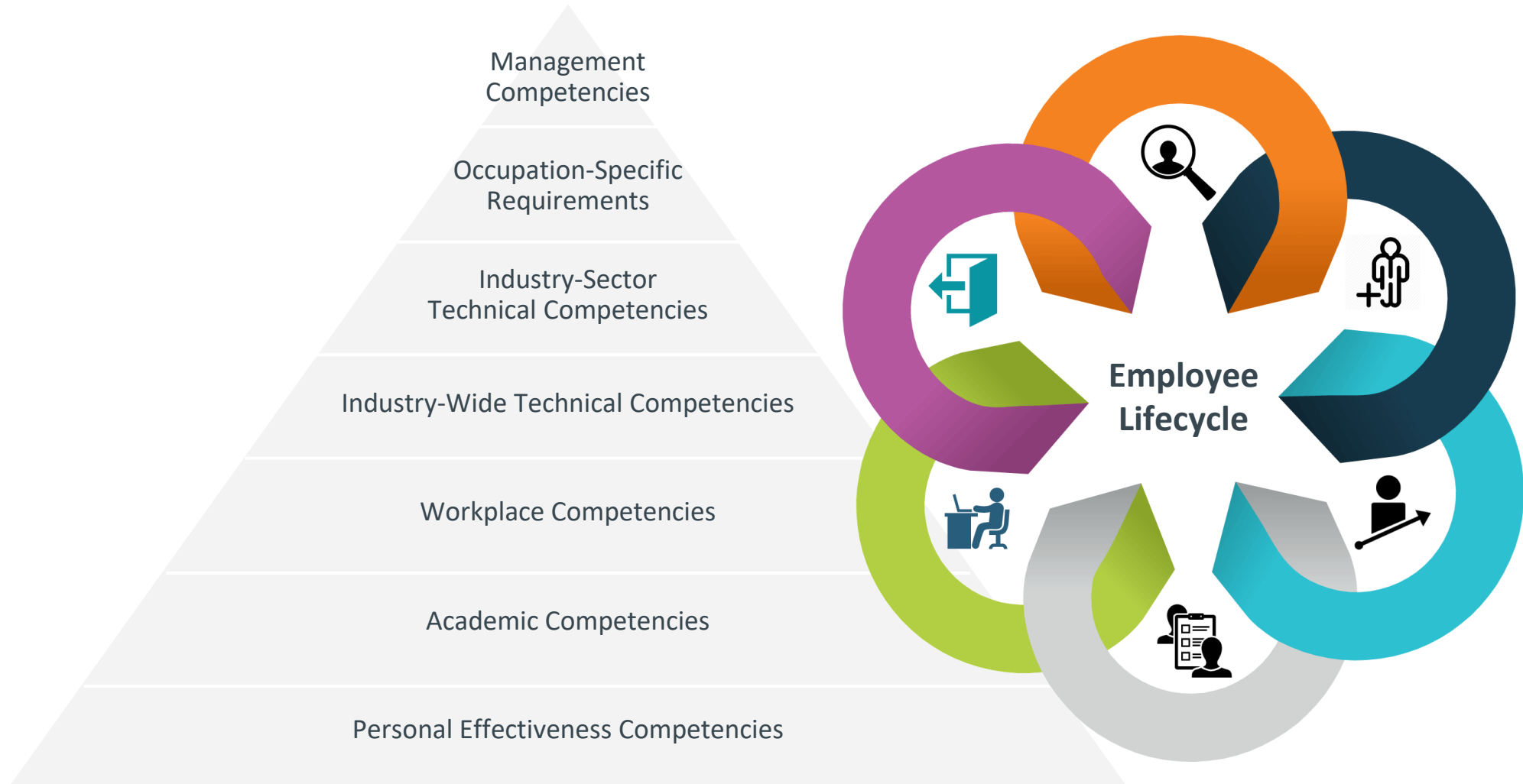
FedEx Office is here
to make every
customer experience
outstanding



Addressing Unique Sales Challenges



Defining Competencies & Capabilities



Defining Competencies & Capabilities





Achieving
Alignment

**Seller's
Journey**

**Buyer's
Journey**

Multiple Variables in a Complex Organization



Effective Engagement

1

I need to show ROI on sales training.

2

Traditional onboarding doesn't result in sustained knowledge or skill and doesn't scale.

3

I need a better way to ensure my reps, partners and managers engage consistently

4

Our messaging/pitch keeps evolving and I don't know if reps are saying it correctly.

5

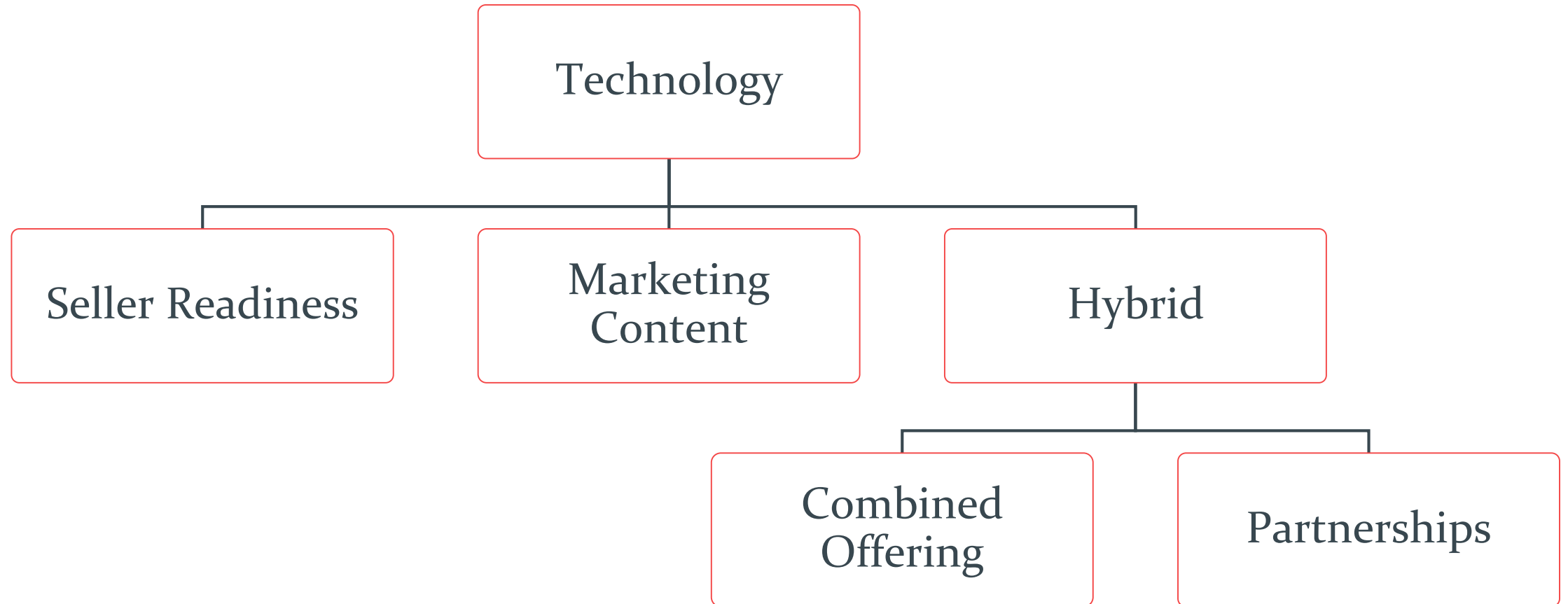
We have folks all over... very difficult to get them together for training and share info.

6

My managers and reps complain they don't have information to address competency gaps.



Finding Support through Technology



Sales Readiness Best Practices to Support Transformation



- Identify the strategic goal
- Make learning personal
- Maximize the resources at your disposal
- 360° communication

Design a comprehensive and complete system to drive the best outcome for the greatest number of your customers



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Thank You